

6119099

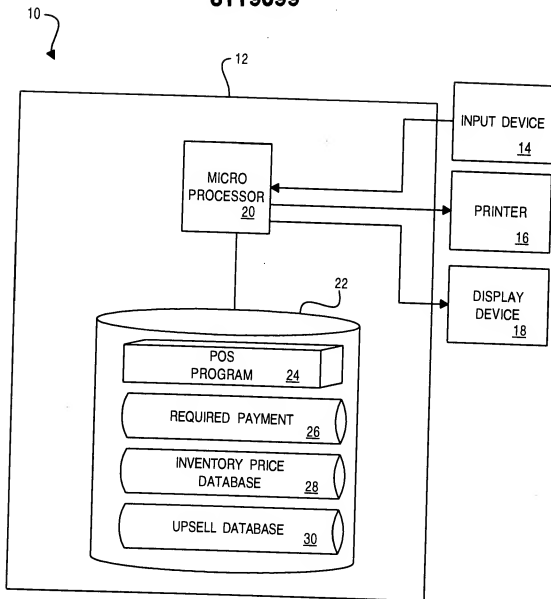


FIG. 1a

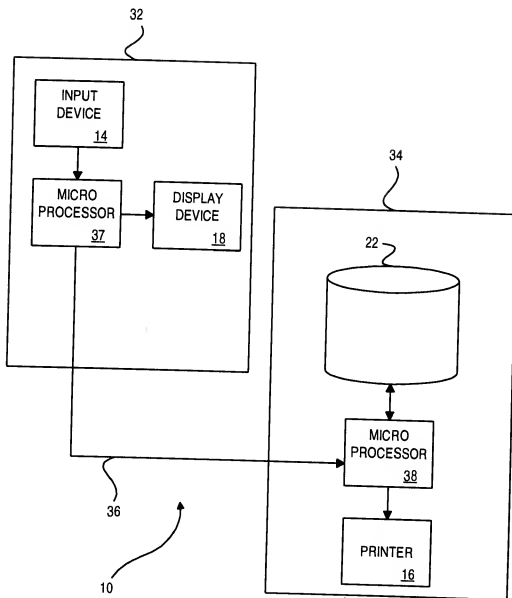


FIG. 1b

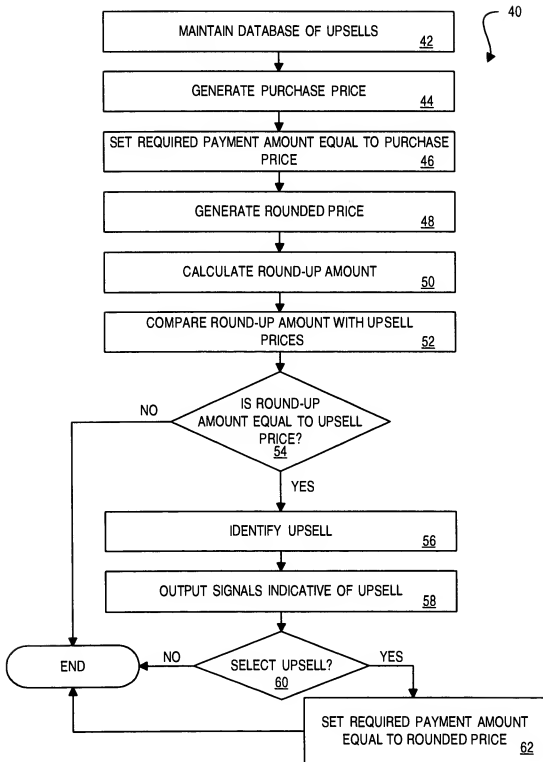


FIG. 2

705/14

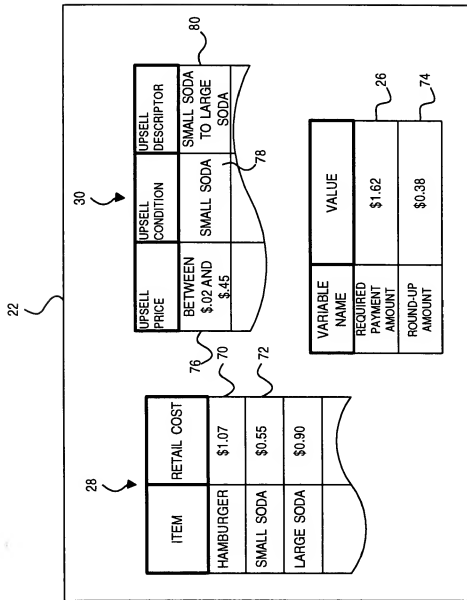


FIG. 3

90



UPSELL CODE(S) 104	UPSELL PRICE 92	ITEMS PURCHASED 96	CUSTOMER ID REQUIRED? 98	CUSTOMER PREFERENCES 100	TIME PURCHASED 102	COST 103	UPSELL DESCRIPTOR 94
A	BETWEEN \$.02 AND \$.45	SMALL SODA	NO	NA	NA	\$0.02	SMALL SODA TO LARGE SODA
B	BETWEEN \$.50 AND \$.80	8	YES	NA	NA	\$0.50	X LARGE COLA UPGRADE DELUXE TACO UPGRADE, FREE TACO COUPON
C	MORE THAN \$.70	NA	NO	NA	NA	\$0.70	FREE TACO COUPON
D	BETWEEN \$.30 AND \$.70	HAMBURGER	NO	NA	NA	\$0.25	PROMOTIONAL CUP
E	BETWEEN \$1.50 AND \$3.50	NA	YES	NA	> 5:00PM	\$1.00	MOVIE TICKET
F	BETWEEN \$.20 AND \$.60	1,5	NO	NA	NA	\$0.20	X LARGE COLA UPGRADE DELUXE TACO UPGRADE
G	LESS THAN \$.20	2	NO	NA	NA	\$0.00	LARGE COLA UPGRADE
H	BETWEEN \$.05 AND \$.20	5	NO	NA	NA	\$0.05	DELUXE TACO UPGRADE
I	LESS THAN \$.50	3	YES	5, 7, 3	NA	\$0.01	X LARGE COLA UPGRADE, FREE TACO COUPON

FIG. 4

110



CUSTOMER ID 112	CUSTOMER NAME 114	ADDRESS 116	PHONE 118	HISTORICAL PREFERENCES 110
123456	BILL SMITH	1425 HARD RD. NORWALK, CT 06850	(111)111-1111	BB
123457	JACK GREEN	213 PINK ST. NORWALK, CT 06850	(111)222-2222	NA
123458	ELIOT BROWN	21 CIRCLE DR. NORWALK, CT 06850	(111)333-3333	5,7,3,I

FIG. 5

130



IDENTIFIER <u>136</u>	PRODUCT <u>132</u>	PRICE <u>134</u>	NUMBER IN STOCK <u>138</u>	EXPIRATION <u>140</u>
1	HAMBURGER	\$1.07	17	4:00 PM
2	SMALL SODA	\$0.55	NA	NA
3	LARGE SODA	\$0.90	NA	NA
4	X LARGE SODA	\$1.39	NA	NA
5	HARD TACO	\$ .69	20	2:00 PM
7	SOFT TACO	\$ .69	50	2:00 PM
8	## COMBO: HARD TACO, CHICKEN PASTA, MEDIUM COLA	\$3.49	14	14
9	CINNAMON TREAT	\$0.59	3	2:00 PM
10	DELUXE TACO	\$0.89	0	3:00 PM

FIG. 6

150



DATE OFFERED 158	UPSELL(S) OFFERED 152	ROUND-UP AMOUNT 154	UPSELL ACCEPTED 156	EXPIRATION 162	DATE REDEEMED 164	CUSTOMER ID 160
8/12/97	G,H	\$ .18	G	NA	NA	NA
8/12/97	B	\$ .72	NONE	NA	NA	NA
8/12/97	C,D	\$ .62	C	14 DAYS	8/22/97	123456
8/12/97	E	\$2.72	E	NA	NA	123560
8/12/97	I	\$ .43	I	14 DAYS	EXPIRED	123458

FIG. 7



180

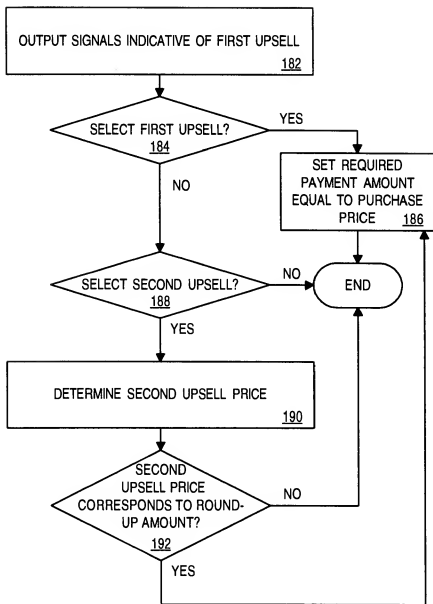


FIG. 8

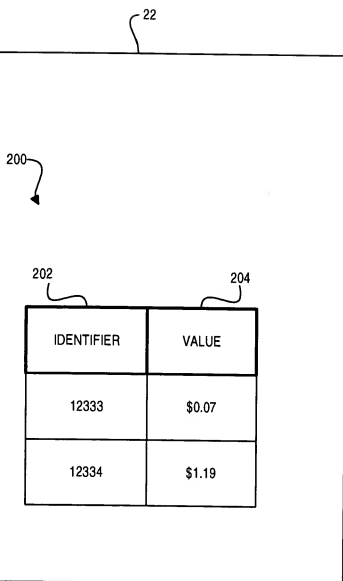


FIG. 9

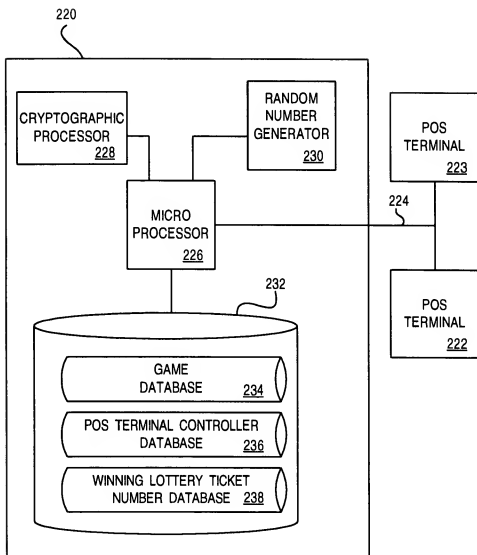


FIG. 10

260

278

CUSTOMER ID 262	CUSTOMER NAME 264	ADDRESS 266	PHONE 268	HISTORICAL PREFERENCES 270	LINKED CUSTOMERS 272	UPSELL DUE 274	UPSELL EXPIRATION 275
123456	BILL SMITH	1425 HARD RD. NORWALK, CT 06850	(111)111-1111	BB	123459	-	-
123457	JACK GREEN	213 PINK ST. NORWALK, CT 06850	(111)222-2222	NA	-	CC	1/1/97
123458	ELIOT BROWN	21 CIRCLE DR. NORWALK, CT 06850	(111)333-3333	5,7,3,I	199998,199999	-	-
123459	JILL SMITH	4210 BIG LOOP NORWALK, CT 06850	(111)444-4444	-	-	A	8/3/97

276

277

280

281

282

FIG. 11

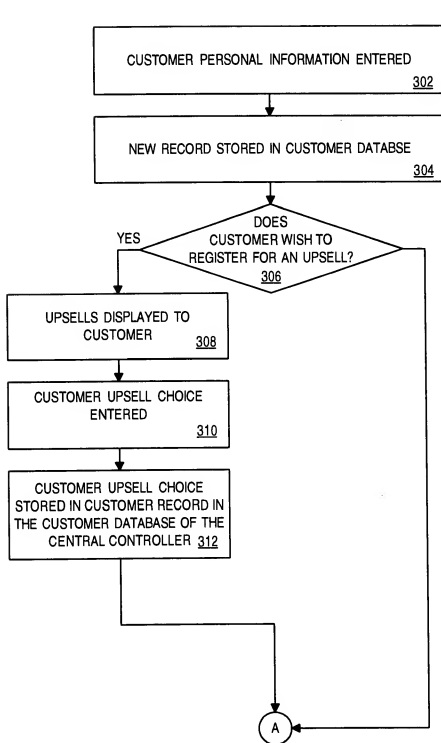


FIG. 12a

```
graph TD
    A((A)) --> B{DOES CUSTOMER WISH TO REGISTER A SECOND FREQUENT SHOPPER FOR AN UPSELL? 314}
    B -- NO --> C[CUSTOMER ISSUED FREQUENT SHOPPER ACCOUNT NUMBER 326]
    B -- YES --> D[CUSTOMER GIVES NAME, ADDRESS, OR FREQUENT SHOPPER ACCOUNT NUMBER OF SECOND FREQUENT SHOPPER 316]
    D --> E[SECOND FREQUENT SHOPPER NUMBER VERIFIED AND STORED IN THE "LINKED CUSTOMER" FIELD OF THE OF THE CUSTOMER RECORD OF THE CUSTOMER DATABASE 318]
    E --> F[SECOND FREQUENT SHOPPER UPSell OPTION(S) DISPLAYED TO CUSTOMER 320]
    F --> G[CUSTOMER UPSell CHOICE ENTERED 322]
    G --> H[CUSTOMER UPSell CHOICE STORED IN CUSTOMER RECORD IN THE CUSTOMER DATABASE OF THE CENTRAL CONTROLLER 324]
    H --> C
```

Flowchart 310: Registering a second frequent shopper account for an upsell. The process starts at connector A, leading to decision 314: "DOES CUSTOMER WISH TO REGISTER A SECOND FREQUENT SHOPPER FOR AN UPSELL?". If "NO", the process proceeds to 326: "CUSTOMER ISSUED FREQUENT SHOPPER ACCOUNT NUMBER". If "YES", the process proceeds to 316: "CUSTOMER GIVES NAME, ADDRESS, OR FREQUENT SHOPPER ACCOUNT NUMBER OF SECOND FREQUENT SHOPPER". From 316, the process goes to 318: "SECOND FREQUENT SHOPPER NUMBER VERIFIED AND STORED IN THE 'LINKED CUSTOMER' FIELD OF THE OF THE CUSTOMER RECORD OF THE CUSTOMER DATABASE". Then to 320: "SECOND FREQUENT SHOPPER UPSell OPTION(S) DISPLAYED TO CUSTOMER". Then to 322: "CUSTOMER UPSell CHOICE ENTERED". Then to 324: "CUSTOMER UPSell CHOICE STORED IN CUSTOMER RECORD IN THE CUSTOMER DATABASE OF THE CENTRAL CONTROLLER". Finally, the process loops back to 326.

FIG. 12b

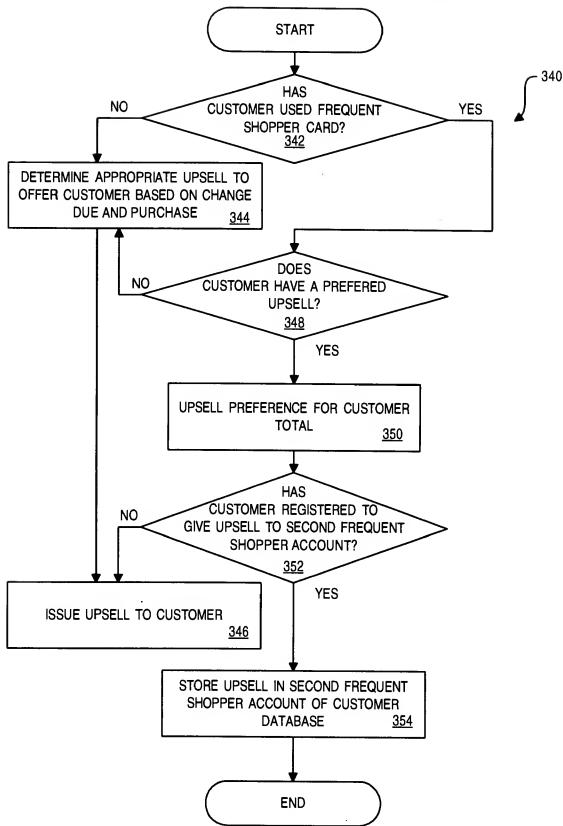


FIG. 13

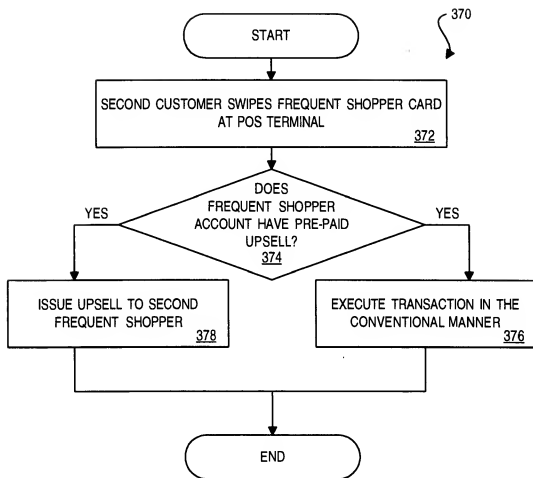


FIG. 14



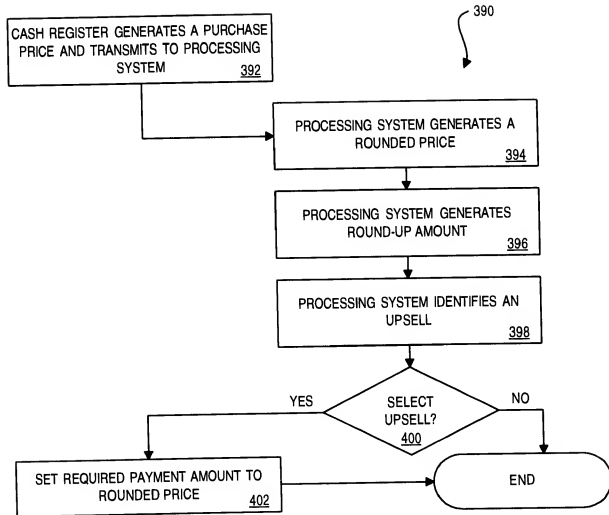


FIG. 15